

## Privacy Policy for GHWB Ltd t/a Gosforth Family Chiropractic

**Last Updated: 30<sup>th</sup> October 2024**

At GHWB Ltd t/a Gosforth Family Chiropractic ("we," "us," or "our"), we respect your privacy and are committed to protecting the personal information you provide to us. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our clinic or website and use our services. Please read this policy carefully to understand our views and practices regarding your personal data.

### 1. Information We Collect

We may collect and process the following data about you:

- **Personal Information:** Name, address, email address, phone number, date of birth, and other identifying information.
- **Medical Information:** Health history, treatment notes, and other relevant information necessary for providing chiropractic care.
- **Payment Information:** Billing details, payment records, and insurance details (if applicable).
- **Website Usage Information:** IP addresses, browser type, and other technical information when you visit our website.

### 2. How We Use Your Information

We may use the information we collect for the following purposes:

- **To Provide Services:** To deliver chiropractic care and related services, schedule appointments, and communicate with you.
- **To Process Payments:** For billing purposes, including processing insurance claims.
- **For Record-Keeping:** To maintain accurate records of your treatments and interactions with us.
- **To Improve Our Services:** To analyze and enhance the quality of our services and your experience.
- **For Legal Obligations:** To comply with applicable laws and regulations or respond to legal processes.

### 3. How We Share Your Information

We may share your information with:

- **Healthcare Providers:** With your consent, we may share information with other healthcare professionals involved in your care.
- **Service Providers:** Third parties who perform services on our behalf, such as billing processors and IT support.
- **Legal Obligations:** If required by law or necessary to protect our rights or the safety of others.

We do not sell or rent your personal information to third parties.

### 4. Security of Your Information

We implement appropriate technical and organizational security measures to protect your personal data against unauthorized access, alteration, or destruction. However, please understand that no method of data transmission over the internet or electronic storage is entirely secure, and we cannot guarantee absolute security.

### 5. Your Rights

Under applicable data protection laws, you may have rights to:

- Access the personal data we hold about you.
- Request correction of any inaccurate information.

- Request deletion of your personal data, under certain conditions.
- Withdraw consent for processing, where applicable.

To exercise these rights, please contact us at the information provided below.

#### **6. Retention of Your Information**

We retain your personal information only as long as necessary for the purposes outlined in this policy or as required by law.

#### **7. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time. Any changes will be posted on this page, and where appropriate, notified to you by email.

#### **8. Contact Us**

If you have any questions about this Privacy Policy or how we handle your personal data, please contact us at:

#### **GHWB Ltd t/a Gosforth Family Chiropractic**

Grainger Suites, Dobson House, Gosforth, Newcastle upon Tyne, NE3 3PF, United Kingdom

Email: [care@gosforthfamilychiropractic.com](mailto:care@gosforthfamilychiropractic.com)

Phone: 07359 188567